

# The Buxton Market Study: New Opportunities For the North End and East Side



Saint Paul Department of Planning and  
Economic Development  
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Major redevelopment projects have been completed in the North End and East Side neighborhoods in the past 15 years. To see if these redevelopment projects have changed the market potential for the North End and East Side, the City contracted with the Buxton Company, of Fort Worth, Texas, to conduct a market study of two sites, one on Rice Street and another on Payne Avenue.

This paper describes the new market opportunities and the foundation for these opportunities that have been established during the last 15 years.

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# A moment of great opportunity

The numbers are staggering. Public and private investment in North End and East Side neighborhoods during the last 15 years totals more than \$800 million.

- **Environmental remediation.** More than 200 acres of blighted land and contaminated brownfields have been cleaned up and redeveloped into roads, business centers, wetlands, parks, as well as pedestrian and bicycle trails.
- **Economic development.** More than 3,000 jobs have been brought back to the North End and East Side in clean, sustainable facilities, such as the Metro Transit Bus Barn and six Port Authority business centers – Arlington, Great Northern North, North Rice Street, Empire Builder, Williams Hill and Westminster Junction.
- **Phalen Boulevard.** Approximately \$61 million was invested to construct Phalen Boulevard, a 2.5 mile-long road between I-35E and Phalen Village. It is the first new road developed in the city during the past 24 years. Planning is underway to connect Phalen Boulevard with Pierce Butler Route, both designed to connect once isolated neighborhoods and commercial strips to the regional transportation network.
- **Existing housing renovation.** Approximately 1,600 units of rental housing in the North End and the East Side have been renovated, an investment of more than \$100 million. This includes 1,345 units in three large public housing complexes – McDonough Homes, Mt. Airy Homes, and Roosevelt Homes – and 308 units in the Ames Lake Neighborhood of Phalen Village.
- **New housing development.** More than 700 units of new housing have been developed in a dozen projects in the North End and East Side for all incomes and life styles, including new senior apartments, affordable rental units, and market-rate ownership townhouses and condominiums.

## The planning framework

These numbers are not accidental. All of this development is part of a conscious and collaborative effort to revitalize North End and East Side neighborhoods.

Beginning more than 20 years ago, and in response to rapid and fundamental economic and demographic changes, city, county, and state policy makers, as well as city planning and development staff, worked with community businesses, labor leaders, universities, foundations and community residents to develop approximately 20 plans,

all intended to encourage compatible and sustainable reinvestment in the North End and East Side.

This planning framework promotes denser employment centers and housing supported by transit. Moreover, it assumes that better regional access provided by new transportation infrastructure, new customers from new employment centers and housing projects and new entrepreneurs attracted by new and more diverse residents of the neighborhoods all combine to set the stage for revitalization.

Elements of the planning framework are:

- Cleaning up polluted brownfields and redeveloping them with job-rich light industries are key parts of both the *Phalen Corridor Development Strategy* and the *Great Northern Corridor Plan*.
- Commercial revitalization is the crux of the *Rice Street Small Area Plan*. The plan encourages mixed-use, transit-oriented development of housing over new commercial space. Design guidelines for new projects are in the plan.
- Mixed-use development in the neighborhood near the Maryland/Dale intersection is the objective of the *Loeb Lake Small Area Plan*, which was prepared after heavy industrial uses moved out of the area.
- The Westminster Junction amendment to the *Phalen Corridor Development Strategy* establishes the framework for the development of the business park.
- The Middle Section amendment to the *Phalen Corridor Development Strategy* includes new housing, strategies to rehabilitate older housing and a large recreational facility at Arcade Street and Phalen Boulevard.
- The Atlantic 1 amendment to the *Phalen Corridor Development Strategy* lays the groundwork for additional light industrial development near the Phalen/Atlantic intersection.
- The *Phalen Village Small Area Plan* envisions the rejuvenation of this community by emphasizing a combination of neighborhood-oriented commerce and housing, both new and rehabilitated.
- The objective of the *Arcade Street Small Area Plan* is to strengthen two key Arcade commercial intersections, at Maryland Avenue and Phalen Boulevard, while laying a foundation for mixed-use commercial and residential development between the two nodes.
- Major transportation projects are completed (like Phalen Boulevard) or are being planned (like a new intersection between I-35E and Phalen Boulevard, the connection between Pierce Butler Route and Phalen Boulevard and the Central Corridor light rail transit project along University Avenue).

# Essential features of the Buxton Market Study

Buxton's approach to retail market studies differs from typical market studies the City has commissioned previously.

- **The trade area is defined by drive time, not a radius.** The trade area is a 7-minute drive-time from both the Rice Street and Payne Avenue sites.
- **Psychographics are used, in addition to demographics, to create a trade area profile.** The trade area is identified by its major "lifestyle segments," which include 66 separate categories.
- **The trade area profile is then matched to the customer profile of successful franchises.** Buxton uses its proprietary database of customer profiles of 4,500 successful retail and restaurant franchises to identify specific stores with customers that fit the trade area profile.
- **Buxton provides marketing packets to present to targeted stores and to key decision-makers at those stores.** The marketing packets are tailored to the stores that are identified and provide an introduction to the person who is responsible for making site-selection decisions.

## What do we do with this information?

The Buxton Market Study has revealed enormous retail sales potential in both trade areas – approximately \$3.5 billion in the Rice Street area and more than \$3 billion for the Payne-Phalen area. It also reveals some rather stunning market opportunities that challenge our perception of what is possible on the commercial corridors in the North End and the East Side. The real question is what do we – existing neighborhood businesses, property owners, community-based organizations, and City agencies – do with this information?

This report lists the franchise matches identified by Buxton and the existing businesses on Rice Street and in the Payne-Phalen area, sorted by industrial classification code. To use these lists, look at the first column, which lists the franchises Buxton has identified as good matches for the trade area, and then at the third column to see if there are any local competitors in that category.

- **If there is no local competitor:** This means there is a potential franchise opportunity, either to attract a company-owned facility, or for some local entrepreneur, if they have the business skills and financial ability. Starting on

page 9 is a table on the Operational Status of Matching Retailers. For most of the retailers identified, this list describes the concept, lists a website where you can go for more information, describes their preferred square footage, whether it is a franchise or a company subsidiary, the percent that are franchises, whether they are currently operating in Minnesota, and whether they are targeting Minnesota for expansion. For entrepreneurs interested in pursuing these opportunities, there are a variety of consultants and organizations that can provide them with the technical assistance needed to decide whether to pursue these opportunities. Some of these are listed at the end of this report.

- **If there is a local competitor:** If there is an existing business in that category, that presents an opportunity to fill that market niche by using that franchise as a model for competing for customers. The first step would be to go visit one of the local franchises for ideas. What kinds of products and services does that franchise carry or provide? What size store does that franchise have, and how is it laid out? Through what media does the franchise market its goods and services? Another step would be to check out the corporate web site listed on page 9, since they often have a wealth of information about franchise concepts, customers, and strategies.

Detailed market information is available on the “lifestyle data” for the major psychographic segments identified in the Buxton Study. The “Dominant Lifestyle Segments” are identified for each neighborhood later in this report, including a general description, a demographic description, and shopping preferences. More detailed lifestyle data with highly specific shopping preferences in 20 categories of goods and services is available from Claritas, the company which developed these lifestyle segments. While you probably know your existing customers, you can learn a lot about them by looking at this information, which identifies their purchasing habits in great detail. For those businesses seriously interested in exploring how to expand their existing customer base, or market to the new customer segments identified by the Buxton Study, highly targeted marketing assistance can be purchased from a number of marketing firms, including the Buxton Company. They can identify which advertising media make the most sense and even tailor direct mailing materials that go to the most likely customers. Information on their “CustomerID” products is available at this web site: <http://www.buxtonco.com/customeridProdDescriptions.htm>.

- **How property owners and developers can use the Buxton Study:** Any organization and individual who owns or purchases real estate in any of these commercial streets – from an individual building to an entire shopping center – should be very interested in the findings of the Buxton Study, since the value of the real estate relates directly to the kind of commercial tenant who wants to rent or purchase the property. They can use the Buxton Study to identify the kinds of franchises that might be interested in expanding in the area.

The place to start is by looking at the franchise matches identified for each area in the first column, and then at the franchises' space needs identified in the Operational Status of Retailers that starts on Page 38. This will give you some idea of whether the property you own or plan to develop has the footprint they are looking for. Of course there are other very specific things franchises look for, including the amount and configuration of parking, whether it is on the right side of the street to attract morning or evening commuters, its visibility, and its proximity to other kinds of stores or neighborhood amenities, but this will point you in the right direction.

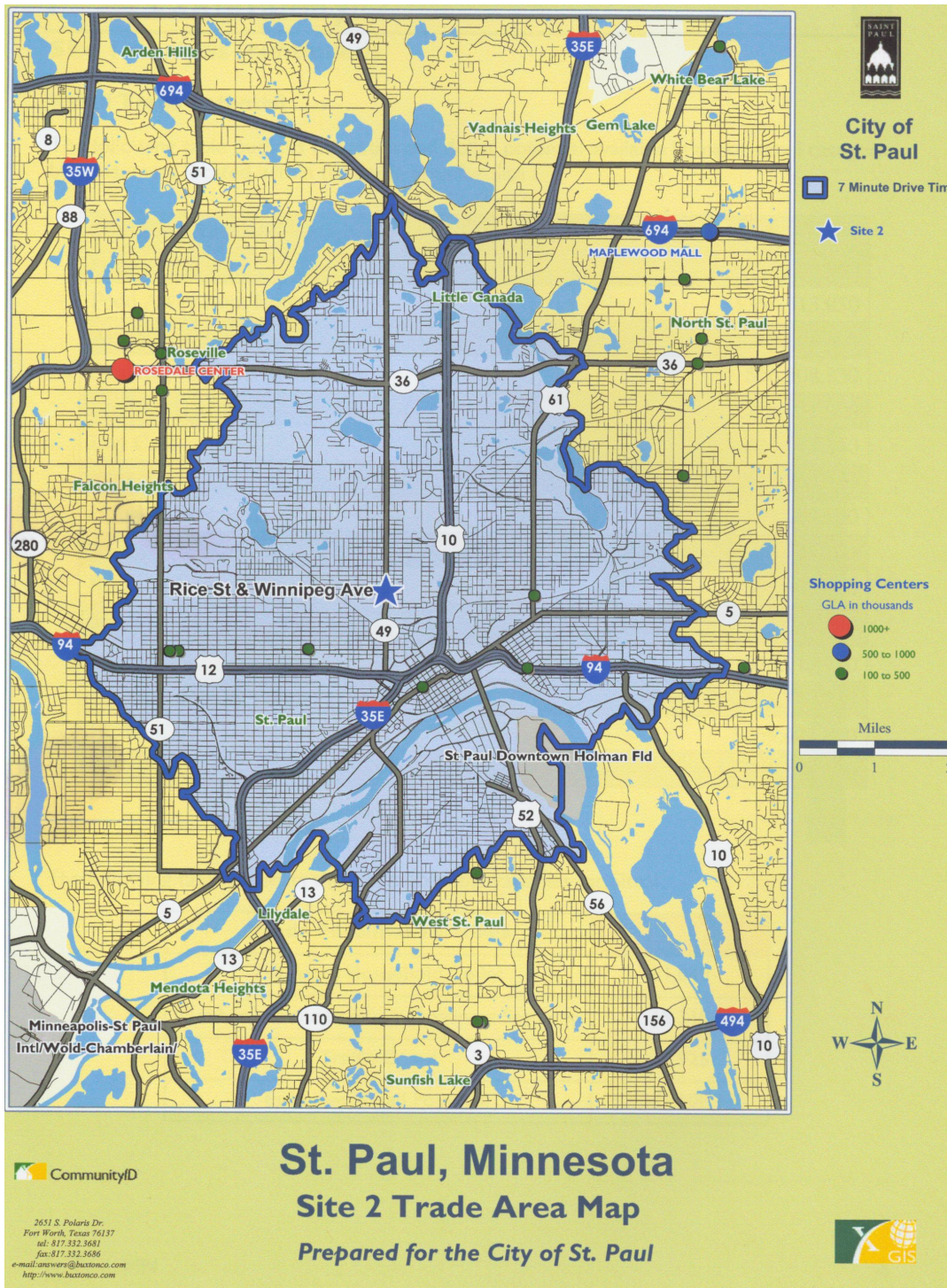
In seeking to attract a national franchise, it is essential that property owners and developers have realistic expectations for the value of their property, for sale or lease, since franchises are very demanding about where they choose to locate, and they have a lot of choice. Developers and property owners also need to keep in mind that it is unlikely that the City will be playing an aggressive role in the acquisition of property for commercial redevelopment, not only because resources are limited, but because recent changes in State Eminent Domain laws have dramatically reduced the City's ability to use this tool. And businesses, business associations, community development corporations, and citizen participation organizations should be prepared to address concerns about the appearance of the commercial strip and crime rates in the neighborhood, since a franchises' site selection professionals will know about all of this in detail.

- **For community based organizations:** CDCs and district councils need to understand that the Buxton Study identifies market opportunities for attracting franchise businesses which can build confidence in the commercial area by signaling the great untapped market potential the study has identified. But they also need to understand that the franchise is in the driver's seat. That means that if a franchise merely wants to rent a storefront, there is no point in trying to sell them the building. That means that if a franchise is corporately owned, there is no point in trying to shoe-horn in a local entrepreneur. That means that if they have specific size constraints, parking requirements, or location preferences (like a coffee shop that wants to be able to take advantage of morning commuters) there is no point in trying to interest them in a location that doesn't fit. That means that if a space requires extensive renovation or the development of a building, they need to know that it is not an immediate opportunity. Again, helpful information is available for some of the identified franchises in the Operational Status of Retailers beginning on page 38.



# Rice/Winnipeg market information

**Rice Street trade area.** This map shows the trade area within a 7-minute drive from Rice and Winnipeg. Since the two sites are fairly close to each other, the characteristics of their trade areas are very similar.





**Dominant Lifestyle Segments in the Rice Street trade area.** Starting with the demographics of the trade area and using the Lifestyle Segments developed by the marketing firm Claritas, the dominant lifestyle segments (anything over 3%), which account for almost 82% of the households, in declining order are:

**a. 17.55% -- #54 MULTI CULTI MOSAIC**

- **General description:** An immigrant gateway community, Multi Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a Mecca for first-generation Americans who are striving to improve their lower-middle-class status.
- **Demographic description:** Lower-mid middle age mix, age 25 to 44, white and blue collar, services, high school, high black, Hispanic, and Asian.
- **Shopping preferences:** Eat at family restaurants, shop at Footlocker, Jet Magazine, BET network, Toyota Echo.

**b. 16.63% -- #29 AMERICAN DREAMS**

- **General description:** American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian, or African-American. In these multilingual neighborhoods —1 in 10 residents speaks a language other than English — middle-aged immigrants and their children live in middle-class comfort.
- **Demographic description:** Midscale middle age mix, urban homeowners, age 25 to 44, white collar, services, high school/college, black, high Asian, and Hispanic.
- **Shopping preferences:** Go mountain biking, buy Spanish/Latin music, Ebony Magazine, Spanish radio, Toyota Sienna.

**c. 9.57% -- #31 URBAN ACHIEVERS**

- **General description:** Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.
- **Demographic description:** Lower mid younger singles, urban renters, age less than 35, white collar, services, high school/college, high black, Asian, and Hispanic.
- **Shopping preferences:** Go to the movies, shop at Banana Republic, Fitness Magazine, black/Spanish radio, VW Jetta.

**d. 6.25% -- #7 MONEY AND BRAINS**

- **General description:** The residents of Money and Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these city dwellers – predominantly white with a

high concentration of Asian Americans – are married couples with few children living in nice homes on small manicured lots.

- **Demographic description:** Upscale older mix, urban homeowners, age 45 plus, professional, college graduates, high Asian.

- **Shopping preferences:** Shop at Nordstrom, support the arts, Business Week Magazine, all news radio, Jaguar.

**e. 5.02% -- #4 YOUNG DIGERATI**

- **General description:** Young Digerati are the nation's tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs, and clothing boutiques, casual restaurants, and all types of bars – from juice to coffee to microbrew.

- **Demographic description:** Upscale middle age mix, urban mix, age 25 to 44, professional, college graduates, high Asian.

- **Shopping preferences:** Buy wireless phones, own a DVD player, Wall Street Journal, National Public Radio, Saab.

**f. 4.83% -- #65 BIG CITY BLUES**

- **General description:** With a population that's half Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation, but it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs, and modest educations. More than 40% haven't finished high school.

- **Demographic description:** Downscale younger mix, urban renters, age less than 45, services, blue and white collar, some high school, high black, Asian, and Hispanic.

- **Shopping preferences:** Rent videos, eat at Sizzler Steakhouse, Essence Magazine, All My Children TV, Nissan Sentra.

**g. 4.56% -- #40 CLOSE- IN COUPLES**

- **General description:** Close-In Couples is a group of predominantly African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.

- **Demographic description:** Lowermid older singles and couples, urban homeowners, age 55 and over, white collar, services, high school, high black, Hispanic, and Asian.

- **Shopping preferences:** Go dancing monthly, take a cruise, Prevention Magazine, Court TV, Toyota Camry.

**h. 3.61% -- #66 LOW-RISE LIVING**

- **General description:** The most economically challenged urban segment, Low-Rise Living is known as a transient world for young, ethnically diverse singles and single parents. Home values are low – about half the national average – and even then, less than a quarter of residents can afford to own real estate.
- **Demographic description:** Poor younger mix, urban renters, age less than 35, services, blue and white collar, some high school, high black and Hispanic, Asian.
- **Shopping preferences:** Buy gospel music, shop at Footlocker, Ebony Magazine, urban contemporary radio, Mitsubishi Gallant.

**i. 3.53% -- #61 CITY ROOTS**

- **General description:** Found in urban neighborhoods, City Roots is a segment of lower-income retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods – more than a third are African-American and Hispanic – residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles.
- **Demographic description:** Downscale mature singles and couples, urban homeowners, age 65 and over, services, blue and white collar, some high school, high black and Hispanic.
- **Shopping preferences:** Go to dance clubs, eat at IHOP, Jet Magazine, NBC Sunday Night Movie TV, Hyundai Accent.

**j. 3.44% -- #59 URBAN ELDERS**

- **General description:** For Urban Elders – a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas, and Miami – life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans and tend to be downscale, with singles living in older apartment rentals.
- **Demographic description:** Poor older singles, urban renters, age 55 and over, services, blue and white collar, some high school, high black, Asian, and Hispanic.
- **Shopping preferences:** Shop at Banana Republic, collect stamps, NYPD Blue TV, Daytime TV, Dodge Neon.

**k. 3.38% -- #16 BOHEMIAN MIX**

- **General description:** A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop, and microbrew.

- **Demographic description:** Midscale younger singles, urban renters, age 35 and less, professional, white collar, college graduates, black, high Asian and Hispanic.
- **Shopping preferences:** Shop at Banana Republic, go jogging, Vanity Fair Magazine, Friends in syndication TV, Audi AA54.

#### **I. 3.24% -- #26 THE COSMOPOLITANS**

- **General description:** Educated, mid-scale and multi-ethnic, the Cosmopolitans are urbane couples in America's fast-growing cities. Concentrated in a handful of metros – such as Las Vegas, Miami, and Albuquerque -- these households feature older home-owners, empty-nesters, and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.
- **Demographic description:** Midscale older singles and couples, urban homeowners, age 55 and over, professional, white collar, high school/college, high black and Hispanic, Asian.
- **Shopping preferences:** Go to the theater, play the lottery, Vanity Fair magazine, People's Court TV, Lincoln Town car.

**Retail and restaurant market potential.** The trade area for the Rice and Winnipeg site, with a traffic count of 14,825, contains 91,309 households, 74,534 (82%) of which are in "dominant segments," or those with 3% or more of the area households. More than \$3.5 billion in retail trade potential in the following categories has been identified:

Automotive.....	\$686,371,000
Household furnishings.....	\$483,776,710
Food at home .....	\$448,355,710
Food away from home.....	\$416,028,000
Apparel.....	\$347,866,250
Health Care .....	\$308,178,640
Alcoholic beverages .....	\$118,732,030
Sports and recreation .....	\$109,395,460
Education .....	\$96,901,110
Personal care products and services.....	\$76,027,240
Smoking products and supplies.....	\$72,200,480
Daycare .....	\$26,596,630

**Retail matches and existing competitors.** On the following pages are the franchises identified by Buxton with customer profiles that match the demographic and psychographic profiles of the Rice Street Trade Area, arranged by industry code. At a glance you can see where a franchise opportunity has an existing competitor, and where it does not. Note that the list of existing businesses comes from a commercially-available database and is more than 2 years old, so it is bound to be somewhat out of date.

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
<b>CONSTRUCTION</b>	<b>23</b>					
		Cool Air Mechanical Inc	1441	Rice St	<b>235110</b>	Mechanical Contractors
		Homesmart From Xcel Energy	825	Rice St	<b>235110</b>	Air Conditioning Contractors & Syst
		Donnelly Electric Inc	1126	Rice St	<b>235310</b>	Electric Contractors
		Nelson Stucco	768	Rice St	<b>235420</b>	Stucco Contractors
		Century Tile	863	Rice St	<b>235430</b>	Tile-Ceramic-Contractors & Dealers
		Twin City Roofing	768	Rice St	<b>235610</b>	Roofing Contractors
<b>MANUFACTURING</b>	<b>31 TO 33</b>					
		Taystee Bakery	952	Rice St	<b>311811</b>	Bakers-Retail
		Tschida Bakery	1116	Rice St	<b>311811</b>	Bakers-Retail
		Impact Printing	1067	Rice St	<b>323114</b>	Commercial Printing Nec
		Payless Printing	880	Rice St	<b>323114</b>	Printers
		Racy Printing Inc	1101	Rice St	<b>323114</b>	Printers
		BME Inc	1550	Rice St	<b>332710</b>	Machine Shops
		Affordable Mattress Inc	908	Rice St	<b>337121</b>	Mattresses
<b>WHOLESALE TRADE</b>	<b>42</b>					
		Appliance Parts-Sundberg Co	964	Rice St	<b>421620</b>	Appliances-H.Hold-Major-Supls/Whol
		Splat Tag Inc	854	Rice St	<b>421910</b>	Paint Ball Games Equip & Supls Whol
		Fireworks King Inc	854	Rice St	<b>421920</b>	Fireworks (Wholesale)
		VSE Inc	606	Rice St	<b>421990</b>	Importers
		J & J Distributing Co	653	Rice St	<b>422490</b>	Food Service-Distributors
		Empire Clock Inc	1295	Rice St	<b>422990</b>	Wholesale
<b>RETAIL TRADE</b>	<b>44 TO 45</b>					
		Brac's Auto Parts Inc	637	Rice St	<b>441110</b>	Automobile Dealers-Used Cars
		Long Auto Place Inc	1566	Rice St	<b>441110</b>	Automobile Dealers-Used Cars
		Vanntech Auto Sales	1115	Rice St	<b>441110</b>	Automobile Dealers-Used Cars
Bumper to Bumper	<b>441310</b>	Ace Auto Parts	754	Rice St	<b>441310</b>	Automobile Parts-Used/Rebuilt (Whol)
		Autozone	1515	Rice St	<b>441310</b>	Automobile Parts/Supplies/Retail/New
		Bargain Auto Supply	1328	Rice St	<b>441310</b>	Automobile Parts/Supplies-Retail-New
		Father & Son Auto Parts	1134	Rice St	<b>441310</b>	Automobile Parts/Supplies-Retail-New
		X-Treme Import Performance	895	Rice St	<b>441310</b>	Automobile Racing Car Equipment



Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
		Caron-Fabre Furniture Co	842	Rice St	<b>442110</b>	Furniture-Dealers-Retail
		Hamernick Decorating Ctr	1381	Rice St	<b>442210</b>	Floor Materials
		Hamernick Decorating Ctr	1337	Rice St	<b>442210</b>	Vinyl-Dealers
		North End Appliance Ctr	911	Rice St	<b>443111</b>	Appliances-Household-Major-Dealers
		Frogtown Computers	520	Rice St	<b>443120</b>	Computers-Dealers-Used
		Smart Software Inc	942	Rice St	<b>443120</b>	Computer Software
Home Depot	<b>444130</b>	Rice St Do It Best Hardware	1110	Rice St	<b>444130</b>	Hardware-Retail
Lowe's	<b>444130</b>					Hardware-Retail
		Custom Security	890	Rice St	<b>444190</b>	Security Control Equip/Systems-Whol
		Safelite Auto Glass	1423	Rice St	<b>444190</b>	Glass-Auto Plate & Window & Etc
		City Oriental Market	1666	Rice St	<b>445110</b>	Grocers-Retail
		First Hmong Market & Video	1133	Rice St	<b>445110</b>	Grocers-Retail
		Guadalajara Market	946	Rice St	<b>445110</b>	Grocers-Retail
		Highlight AA Market Inc	945	Rice St	<b>445110</b>	Grocers-Retail
		Lempa Market	522	Rice St	<b>445110</b>	Grocers-Retail
		Rice St Market	1200	Rice St	<b>445110</b>	Convenience Stores
		Rice Street Market	873	Rice St	<b>445110</b>	Food Markets
		Tiger Supermarket	893	Rice St	<b>445110</b>	Grocers-Retail
		Capitol City Meat Market	537	Rice St	<b>445210</b>	Meat-Retail
		Frog Town Meats & Grocery	516	Rice St	<b>445210</b>	Meat-Retail
		North End Liquor	945	Rice St	<b>445310</b>	Liquors-Retail
		Capitol Pharmacy	580	Rice St	<b>446110</b>	Pharmacies
Bath & Body Works	<b>446120</b>					Beauty
Sally Beauty Co	<b>446120</b>					Beauty
		Holiday Station Store	1608	Rice St	<b>447110</b>	Convenience Stores
		Holiday Station Store	629	Rice St	<b>447110</b>	Convenience Stores
		Spur Rice Street	1440	Rice St	<b>447110</b>	Service Stations-Gasoline & Oil
		Super America	1625	Rice St	<b>447110</b>	Service Stations-Gasoline & Oil
		Super America	957	Rice St	<b>447110</b>	Service Stations-Gasoline & Oil
		Shell	1174	Rice St	<b>447190</b>	Service Stations-Gasoline & Oil
Jos. A Banks Clothiers	<b>448110</b>					Men's Apparel-Retail

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
Men's Warehouse	448110					Men's Apparel-Retail
Body Shop	448120	A A Fashion & Gifts	934	Rice St	448120	Women's Apparel-Retail
Cache	448120	Top Fashion	1112	Rice St	448120	Women's Apparel-Retail
Charlotte Russe	448120					Women's Apparel-Retail
Dress Barn	448120					Women's Apparel-Retail
New York & Co	448120					Women's Apparel-Retail
Victoria's Secret	448120					Women's Apparel-Retail
Burlington Coat Factory	448140	Ly Fashion	1086	Rice St	448140	Clothing-Retail
GAP	448140	New Hmong Fashion	1088	Rice St	448140	Clothing-Retail
Old Navy	448140					Clothing-Retail
Talbots	448140					Clothing-Retail
Famous Footwear	448210					Clothing-Retail
Zales Jewelers	448310					Jeweler
Play It Again Sports	451110	J Thomas Athletic Co	1322	Rice St	451110	Sporting Goods-Retail
		X Long Live Bait & Tackle Inc	1239	Rice St	451110	Fishing Tackle-Dealers
		Dollar Depot & Tobacco	1643	Rice St	452110	Retail Shops
Kohl's	452111					Department Store
Sam's Wholesale Club	452910					Discount Retail
Dollar General	452990	Quick Dollar Stop & Tobacco	945	Rice St	452990	Variety Stores
Franklin Covey Store	452990					Gifts
		Kamee Gift Shop	896	Rice St	453110	Gift Shops
Carlton Cards	453220	Party Store	1396	Rice St	453220	Party Supplies
		St Vincent De Paul Thrift	511	Rice St	453310	Thrift Shops
		Unique Thrift Store	1657	Rice St	453310	Second Hand Stores
Wild Birds Unlimited	453910					
		Neighborhood Puff & Snuff	890	Rice St	453991	Cigar Cigarette/Tobacco Dealers-Retail
<b>TRANSPORTATION</b>	<b>48 TO 49</b>					
		Direct Airport Taxi Svc	1322	Rice St	485310	Taxicabs & Transportation Service
<b>INFORMATION</b>	<b>51</b>					
		North End News	1495	Rice St	511110	Newspapers (Publishers)
		Phillips Legislative Svc	969	Rice St	511199	Publishers-Legislative Jud/Pub Record

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
		Instant Pagecom Inc	1088	Rice St	<b>513322</b>	Communications
		Rice Street Library	1011	Rice St	<b>514120</b>	Libraries-Public
<b>FINANCE AND INSURANCE</b>	<b>52</b>					
		Capital Bank	1020	Rice St	<b>522100</b>	Banks
		NSP St Paul Credit Union	825	Rice St	<b>522130</b>	Credit Unions
		Great American Mortgage	1088	Rice St	<b>522292</b>	Real Estate Loans
		Allstate Insurance	1088	Rice St	<b>524210</b>	Insurance
		Farmers Insurance Group	965	Rice St	<b>524210</b>	Insurance
		Quality Insurance Svc	1648	Rice St	<b>524210</b>	Insurance
		Quality Insurance Svc	1648	Rice St	<b>524210</b>	Insurance
		Quality Insurance Svc	1648	Rice St	<b>524210</b>	Insurance
		Quality Insurance Svc	1648	Rice St	<b>524210</b>	Insurance
		State Farm Insurance	616	Rice St	<b>524210</b>	Insurance
		Yang Chon Agency	1096	Rice St	<b>524210</b>	Insurance
<b>REAL ESTATE LEASING</b>	<b>53</b>					
		Demaio's Rice Street Mini-Stge	1379	Rice St	<b>531130</b>	Storage-Household & Commercial
		De Lisle Co	1146	Rice St	<b>531210</b>	Real Estate
		Walls 4 All	1266	Rice St	<b>531210</b>	Real Estate
Hollywood Video	<b>532230</b>					Video Rental
		Quality Furniture Rental	916	Rice St	<b>532299</b>	Furniture-Renting & Leasing
		United Rentals	1396	Rice St	<b>532310</b>	Contractors-Equipment/Supls-Renting
<b>PROF./TECHNICAL SRVCES</b>	<b>54</b>					
		Rani Engineering Inc	556	Rice St	<b>541330</b>	Engineers-Civil
<b>ADMINISTRATIVE SUPPRT</b>	<b>56</b>					
		J T Travel & Tours	1088	Rice St	<b>561510</b>	Travel Agencies & Bureaus
<b>HEALTH/SOCIAL SRVCS</b>	<b>62</b>					
		Lor Dental Clinic	1415	Rice St	<b>621210</b>	Dentists
		Rice Street Family Dental	1215	Rice St	<b>621210</b>	Dentists
		Allie Chiropractic Clinic	1654	Rice St	<b>621310</b>	Chiropractors Dc
		Xiong Chiropractic	1115	Rice St	<b>621310</b>	Chiropractors Dc

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
		Bethesda Clinic	580	Rice St	<b>621491</b>	Physicians & Surgeons
		Rice Street Clinic	1006	Rice St	<b>621491</b>	Physicians & Surgeons
		Care Touch Inc	987	Rice St	<b>621610</b>	Home Health Service
		Disable Home Care	1086	Rice St	<b>621610</b>	Home Health Service
		Hmong Home Health Care Inc	987	Rice St	<b>621610</b>	Home Health Service
<b>ACCOMMDTN/FOOD SVC.</b>	<b>72</b>					
		Giant Wash Coin Laundry	1675	Rice St	<b>721501</b>	Laundries-Self Service
A&W Drive-In	<b>722110</b>	Asian Cuisine	945	Rice St	<b>722110</b>	Restaurants
Baker's Square	<b>722110</b>	Coffee Cup	1446	Rice St	<b>722110</b>	Coffee Shops
Baskin Robbins	<b>722110</b>	Dairy Queen	780	Rice St	<b>722110</b>	Ice Cream Parlors
Big Boy Family Restaurants	<b>722110</b>	El Bravo Mexican Restaurant	538	Rice St	<b>722110</b>	Restaurants
Blimpie Subs & Salads	<b>722110</b>	Hearthside Pizza	1641	Rice St	<b>722110</b>	Pizza
Boston Market	<b>722110</b>	KFC	1624	Rice St	<b>722110</b>	Restaurants
Buffalo Wild Wings	<b>722110</b>	Lagoon Restaurant	540	Rice St	<b>722110</b>	Restaurants
Charley's Steakery	<b>722110</b>	Lonetti's Lounge	1091	Rice St	<b>722110</b>	Restaurants
Chili's Grill & Bar	<b>722110</b>	Mama's Pizza	961	Rice St	<b>722110</b>	Pizza
Chuck E Cheese Pizza	<b>722110</b>	Mc Donald's	1535	Rice St	<b>722110</b>	Restaurants
Cousin's Subs	<b>722110</b>	Papa Mike's Pizzeria	1048	Rice St	<b>722110</b>	Restaurants
Cracker Barrel	<b>722110</b>	Princess Garden Chinese Rstrnt	1665	Rice St	<b>722110</b>	Restaurants
Don Pablo's Mexican Kitchen	<b>722110</b>	South China Island Inn II	1420	Rice St	<b>722110</b>	Restaurants
Einstien/Noah's Bagels	<b>722110</b>	Subway Sandwiches & Salads	955	Rice St	<b>722110</b>	Restaurants
Famous Dave's	<b>722110</b>	Taco Bell	1672	Rice St	<b>722110</b>	Restaurants
Fazoli's	<b>722110</b>	Tin Cup's Place	1220	Rice St	<b>722110</b>	Restaurants
Fuddruckers	<b>722110</b>	White Castle	505	Rice St	<b>722110</b>	Restaurants
Godfather's Pizza	<b>722110</b>	Wong Cafe	1611	Rice St	<b>722110</b>	Restaurants
Great Steak & Potato	<b>722110</b>					Restaurants
Hardee's	<b>722110</b>					Restaurants
Honey Baked Ham	<b>722110</b>					Restaurants
Outback Steakhouse	<b>722110</b>					Restaurants
Ponderosa	<b>722110</b>					Restaurants

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
Popeye's Fried Chicken	722110					Restaurants
Rocky Rococo Pizza	722110					Restaurants
Romano's Macaroni Grill	722110					Restaurants
Schlotsky's Deli	722110					Restaurants
Steak & Shake	722110					Restaurants
Steak Escape	722110					Restaurants
Taco Bell	722110					Restaurants
TGI Friday's	722110					Restaurants
Tim Hortons	722110					Restaurants
Wendy's	722110					Restaurants
Caribou Coffee	722113					Restaurants
Godiva Chocolates	722113					Specialty Food
Panera Bread	722113					Specialty Food
Starbucks	722113					Specialty Food
TCBY Yogurt	722113					Specialty Food
		Capital Wine & Spirit	531	Rice St	722410	Bars
		Club Cancun Night Club	1638	Rice St	722410	Bars
		Dutch Bar	899	Rice St	722410	Bars
		K D Korner Inc	1199	Rice St	722410	Bars
		Ron's Bar	879	Rice St	722410	Bars
		Stahl House	586	Rice St	722410	Nonclassified Establishments
		Vannelli's Rice St Rec	1141	Rice St	722410	Bars
<b>AUTOMOTIVE/OTHER SVC.</b>	<b>81</b>					
		Auto Max Brakes & Mufflers	1160	Rice St	811111	Automobile Repairing & Service
		Denio Auto Clinic	620	Rice St	811111	Automobile Repairing & Service
		Hmong Auto Svc	789	Rice St	811111	Automobile Repairing & Service
		Mr Tire Svc	1201	Rice St	811111	Automobile Repairing & Service
		Remington Auto Repair	1152	Rice St	811111	Automobile Repairing & Service
		Trans-Auto Transmission	1360	Rice St	811113	Transmissions-Automobile
		Roy's TV & VCR Svc	1046	Rice St	811211	Video Equipment-Service & Repair
		Tony's Upholstery	888	Rice St	811420	Upholsterers



Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
		Angel Shoe Repair & Tailoring	1138	Rice St	<b>811430</b>	Shoe & Boot Repairing
Supercuts	<b>812112</b>	Hawa Professional Braiding	965	Rice St	<b>812112</b>	Beauty Salons
Trade Secret	<b>812112</b>	Nancy's Beauty Salon	1324	Rice St	<b>812112</b>	Beauty Salons
		Ritter Professional Beauty Sln	940	Rice St	<b>812112</b>	Beauty Salons
		Bradshaw Funeral & Cremation	1078	Rice St	<b>812210</b>	Funeral Directors
		Paris Nails	1264	Rice St	<b>812310</b>	Manicuring
		Sally's Laundro-Matic	944	Rice St	<b>812310</b>	Laundries-Self Service
		Sparkle Laundromat & Cleaners	1664	Rice St	<b>812310</b>	Laundries-Self Service
		Pro 1 Hour Portrait Studio	936	Rice St	<b>812922</b>	Photo Finishing-Retail
		Center For True Economic	550	Rice St	<b>813319</b>	Nonclassified Establishments
		Community Options-Ramsey	1585	Rice St	<b>813319</b>	Human Services Organizations
		District 6 Planning Council	1061	Rice St	<b>813319</b>	Coffee & Tea
		League Of Women Voters	550	Rice St	<b>813319</b>	Associations
		Minnesota Women's Consort	550	Rice St	<b>813319</b>	Non-Profit Organizations
		Minnesota Womens Pltcl Cauc	550	Rice St	<b>813319</b>	Political Organizations
		NARAL Pro-Choice Minnesota	550	Rice St	<b>813319</b>	Associations
		National Organization-Women	550	Rice St	<b>813319</b>	Women's Organizations & Services
		Older Women's League	550	Rice St	<b>813319</b>	Women's Organizations & Services
		WARM	550	Rice St	<b>813319</b>	Arts Organizations & Information
		Women In The Trades Inc	550	Rice St	<b>813319</b>	Women's Organizations & Services
		Sparc	843	Rice St	<b>813410</b>	Non-Profit Organizations

## Payne/Phalen market information

**Payne and Phalen Trade Area.** This map shows the trade area within a 7-minute drive from Payne and Phalen. Since the two sites are fairly close to each other the characteristics of their trade areas are very similar.



**Dominant Lifestyle Segments in the Payne Avenue trade area.** Starting with the demographics of the trade area, and using the Lifestyle Segments developed by the marketing firm Claritas, the dominant lifestyle segments (anything over 3%), which together account for almost 82% of the households, in declining order are:

**a. 18.63% -- #54 MULTI CULTI MOSAIC**

- **General description:** An immigrant gateway community, Multi Culti Mosaic is the urban home for a mixed populace of younger Hispanic, Asian and African-American singles and families. With nearly a quarter of the residents foreign born, this segment is a Mecca for first-generation Americans who are striving to improve their lower-middle-class status.
- **Demographic description:** Lower-mid middle age mix, age 25 to 44, white and blue collar, services, high school, high black, Hispanic, and Asian.
- **Shopping preferences:** Eat at family restaurants, shop at Footlocker, Jet Magazine, BET network, Toyota Echo.

**b. 15.14% -- #29 AMERICAN DREAMS**

- **General description:** American Dreams is a living example of how ethnically diverse the nation has become: more than half the residents are Hispanic, Asian, or African-American. In these multilingual neighborhoods — one in ten residents speaks a language other than English — middle-aged immigrants and their children live in middle-class comfort.
- **Demographic description:** Midscale middle age mix, urban homeowners, age 25 to 44, white collar, services, high school/college, black, high Asian, and Hispanic.
- **Shopping preferences:** Go mountain biking, buy Spanish/Latin music, Ebony Magazine, Spanish radio, Toyota Sienna.

**c. 8.43% -- #31 URBAN ACHIEVERS**

- **General description:** Concentrated in the nation's port cities, Urban Achievers is often the first stop for up-and-coming immigrants from Asia, South America and Europe. These young singles and couples are typically college-educated and ethnically diverse: about a third are foreign-born, and even more speak a language other than English.
- **Demographic description:** Lower mid younger singles, urban renters, age less than 35, white collar, services, high school/college, high black, Asian, and Hispanic.
- **Shopping preferences:** Go to the movies, shop at Banana Republic, Fitness Magazine, black/Spanish radio, VW Jetta.

**d. 6.08% -- #65 BIG CITY BLUES**

- **General description:** With a population that's half Latino, Big City Blues has the highest concentration of Hispanic Americans in the nation, but it's also the multi-ethnic address for downscale Asian and African-American households occupying older inner-city apartments. Concentrated in a

handful of major metros, these young singles and single-parent families face enormous challenges: low incomes, uncertain jobs, and modest educations. More than 40% haven't finished high school.

- **Demographic description:** Downscale younger mix, urban renters, age less than 45, services, blue and white collar, some high school, high black, Asian, and Hispanic.

- **Shopping preferences:** Rent videos, eat at Sizzler Steakhouse, Essence Magazine, All My Children TV, Nissan Sentra.

**e. 5.16% -- #7 MONEY AND BRAINS**

- **General description:** The residents of Money and Brains seem to have it all: high incomes, advanced degrees and sophisticated tastes to match their credentials. Many of these city dwellers – predominantly white with a high concentration of Asian Americans – are married couples with few children who live in nice homes on small, manicured lots.

- **Demographic description:** Upscale older mix, urban homeowners, age 45 plus, professional, college graduates, high Asian.

- **Shopping preferences:** Shop at Nordstrom, support the arts, Business Week Magazine, all news radio, Jaguar.

**f. 4.92% -- #40 CLOSE- IN COUPLES**

- **General description:** Close-In Couples is a group of predominantly African-American couples living in older homes in the urban neighborhoods of mid-sized metros. High school educated and empty nesting, these 55-year-old-plus residents typically live in older city neighborhoods, enjoying secure and comfortable retirements.

- **Demographic description:** Lowermid older singles and couples, urban homeowners, age 55 and over, white collar, services, high school, high black, Hispanic, and Asian.

- **Shopping preferences:** Go dancing monthly, take a cruise, Prevention Magazine, Court TV, Toyota Camry.

**g. 4.30% -- #4 YOUNG DIGERATI**

- **General description:** Young Digerati are the nation's tech-savvy singles and couples living in fashionable neighborhoods on the urban fringe. Affluent, highly educated and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs, and clothing boutiques, casual restaurants, and all types of bars – from juice to coffee to microbrew.

- **Demographic description:** Upscale middle age mix, urban mix, age 25 to 44, professional, college graduates, high Asian.

- **Shopping preferences:** Buy wireless phones, own a DVD player, Wall Street Journal, National Public Radio, Saab.

**h. 4.07% -- #66 LOW-RISE LIVING**

- **General description:** The most economically challenged urban segment, Low-Rise Living is known as a transient world for young, ethnically diverse singles and single parents. Home values are low – about half the national average – and even then, less than a quarter of residents can afford to own real estate.
- **Demographic description:** Poor younger mix, urban renters, age less than 35, services, blue and white collar, some high school, high black and Hispanic, Asian.
- **Shopping preferences:** Buy gospel music, shop at Footlocker, Ebony Magazine, urban contemporary radio, Mitsubishi Gallant.

**i. 3.67% -- #59 URBAN ELDERS**

- **General description:** For Urban Elders – a segment located in the downtown neighborhoods of such metros as New York, Chicago, Las Vegas, and Miami – life is often an economic struggle. These communities have high concentrations of Hispanics and African-Americans and tend to be downscale, with singles living in older apartment rentals.
- **Demographic description:** Poor older singles, urban renters, age 55 and over, services, blue and white collar, some high school, high black, Asian, and Hispanic.
- **Shopping preferences:** Shop at Banana Republic, collect stamps, NYPD Blue TV, Daytime TV, Dodge Neon.

**j. 3.63% -- #61 CITY ROOTS**

- **General description:** Found in urban neighborhoods, City Roots is a segment of lower-income retirees, typically living in older homes and duplexes they've owned for years. In these ethnically diverse neighborhoods – more than a third are African-American and Hispanic – residents are often widows and widowers living on fixed incomes and maintaining low-key lifestyles.
- **Demographic description:** Downscale mature singles and couples, urban homeowners, age 65 and over, services, blue and white collar, some high school, high black and Hispanic.
- **Shopping preferences:** Go to dance clubs, eat at IHOP, Jet Magazine, NBC Sunday Night Movie TV, Hyundai Accent.

**k. 3.41% -- #26 THE COSMOPOLITANS**

- **General description:** Educated, mid-scale and multi-ethnic, the Cosmopolitans are urbane couples in America's fast-growing cities. Concentrated in a handful of metros – such as Las Vegas, Miami, and Albuquerque -- these households feature older home-owners, empty-nesters, and college graduates. A vibrant social scene surrounds their older homes and apartments, and residents love the nightlife and enjoy leisure-intensive lifestyles.



- **Demographic description:** Midscale older singles and couples, urban homeowners, age 55 and over, professional, white collar, high school/college, high black and Hispanic, Asian.
- **Shopping preferences:** Go to the theater, play the lottery, Vanity Fair magazine, People's Court TV, Lincoln Town car.

#### **I. 3.14% -- #16 BOHEMIAN MIX**

- **General description:** A collection of young, mobile urbanites, Bohemian Mix represents the nation's most liberal lifestyles. Its residents are a progressive mix of young singles and couples, students and professionals, Hispanics, Asians, African-Americans and whites. In their funky row houses and apartments, Bohemian Mixers are the early adopters who are quick to check out the latest movie, nightclub, laptop, and microbrew.
- **Demographic description:** Midscale younger singles, urban renters, age 35 and less, professional, white collar, college graduates, black, high Asian and Hispanic.
- **Shopping preferences:** Shop at Banana Republic, go jogging, Vanity Fair Magazine, Friends in syndication TV, Audi AA54.

**Retail and restaurant market potential.** The retail site assessment is based on a 7-minute drive time from the Payne Avenue and Phalen Boulevard site. The traffic count is 12,925. There are 81,049 households in the trade area, with 65,310 households in dominant segments. These are households in psychographic lifestyles that account for 3% or more of the area households. More than \$3 billion in retail trade potential in the following areas has been identified, in descending order:

Automotive .....	\$593,717,830
Household furnishings .....	\$412,734,700
Food at home .....	\$403,088,960
Food away from home .....	\$359,313,950
Apparel .....	\$300,795,760
Health Care .....	\$269,401,800
Alcoholic beverages .....	\$101,563,090
Sports and recreation .....	\$93,490,920
Education .....	\$75,919,730
Smoking products and supplies .....	\$66,508,830
Personal care products and services .....	\$66,071,000
Daycare .....	\$24,047,310

**Retail matches and existing competitors.** On the following pages are the franchises identified by Buxton with customer profiles that match the demographic and psychographic profiles of the Payne-Phalen Trade Area, arranged by industry code. At a glance you can see where a franchise opportunity has an existing competitor, and where it does not. Note that the list of existing businesses comes from a commercially-available database and is more than 2 years old, so it is bound to be somewhat out of date.

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
<b>CONSTRUCTION</b>	<b>23</b>					
		Benshoof Construction	974	Arcade St	<b>233210</b>	General Contractors
		Standard Heating & Air Cond	1082	Payne Ave	<b>235110</b>	Heating Contractors
		Aabbott Ferraro	1324	Payne Ave	<b>235110</b>	Air Conditioning Contractors & Systems
		Merit Electric Co	751	Payne Ave	<b>235310</b>	Electric Contractors
		Brite-Lite Electric Inc	1087	Payne Ave	<b>235310</b>	Electric Contractors
		Claude M Anderson Electric Co	1551	Payne Ave	<b>235310</b>	Electric Contractors
		Minnesota Superior Exteriors	1048	Payne Ave	<b>235610</b>	Roofing Contractors
		Wallmaster Contracting	1197	Payne Ave	<b>235610</b>	Siding Contractors
		Biagini Brothers	1103	Payne Ave	<b>235710</b>	Concrete Contractors
<b>MANUFACTURING</b>	<b>31 - 33</b>					
		San Miguel	886	Payne Ave	<b>311811</b>	Bakers-Retail
		Bakery Mexicano	900	Payne Ave	<b>311811</b>	Bakers-Retail
		Size Matters Tailor & Fashion	851	7th St E	<b>315000</b>	Tailors
		R W Sieber Printing	1258	Payne Ave	<b>323113</b>	Commercial Printing Nec
		Rogers Printing Svc	790	7th St E	<b>323114</b>	Printers
		P S Graphics	1008	Arcade St	<b>323114</b>	Printers
		Parkway Printing & Invitations	1016	Payne Ave	<b>323114</b>	Printers
		Woodbound Carpentry/Cabinet	1031	Payne Ave	<b>337110</b>	Cabinets
		Cavity Free Kids	1224	Arcade St	<b>339114</b>	Phys. & Surgeons Equip& Supls-Mfrs
		Lee Dental Studio	1225	Arcade St	<b>339116</b>	Laboratories-Dental
		Royal Dental Arts Inc	938	Payne Ave	<b>339116</b>	Laboratories-Dental
		Illuminated Signs	874	7th St E	<b>339999</b>	Signs (Manufacturers)
<b>WHOLESALE TRADE</b>	<b>42</b>					
		Accurate Electric Motor Svc	845	Payne Ave	<b>421610</b>	Electric Motors-Dlrs/Repairing (Whol)
		Double Latch Co	1310	Payne Ave	<b>421710</b>	Locks & Locksmiths-Wholesale
		REED'S Sales & Svc	1260	Payne Ave	<b>421830</b>	Tools-Electric (Wholesale)
		Carm Distributing Inc	894	Payne Ave	<b>421850</b>	Car Washing/Polishing Equip/Supls
		Preferred Drapery	1215	Arcade St	<b>423220</b>	Draperies & Curtains-Wholesale
		General Music	1219	Arcade St	<b>423690</b>	Sound Systems & Equipment (Wholesale)

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
<b>RETAIL TRADE</b>	<b>44 - 45</b>					
		Heartland Auto Sales	1236	Arcade St	<b>441120</b>	Automobile Dealers-Used Cars
		Marshall Motors Inc	1265	Arcade St	<b>441120</b>	Automobile Dealers-Used Cars
		Arcade Auto Sales	1414	Arcade St	<b>441120</b>	Automobile Dealers-Used Cars
		Pachecos Arcade Auto Sales	1414	Arcade St	<b>441120</b>	Automobile Dealers-Used Cars
		Checker Auto Parts	754	7th St E	<b>441310</b>	Automobile Parts/Supplies-Retail-New
		NAPA Auto Parts	801	7th St E	<b>441310</b>	Automobile Parts/Supplies-Retail-New
		Autozone	846	Arcade St	<b>441310</b>	Automobile Parts & Supplies-Retail-New
		New Tech Automotive Acces	1073	Payne Ave	<b>441310</b>	Automobile Accessories
		Budget Tire	705	7th St E	<b>441320</b>	Tire-Dealers-Retail
		St Paul Furniture & Waterbeds	854	Payne Ave	<b>442110</b>	Furniture-Dealers-Retail
		Hotel Funiture Liquidators Inc	946	Payne Ave	<b>442110</b>	Furniture-Dealers-Retail
		Bay Stone Carpet & Linoleum	1109	Arcade St	<b>442210</b>	Carpet & Rug Dealers-New
		Linoleum Sales Co	1128	Payne Ave	<b>442210</b>	Carpet & Rug Dealers-New
		A Plus Appliance Repair	760	Payne Ave	<b>443111</b>	Appliances-Household-Major-Dealers
		A-1 Appliance	1064	Payne Ave	<b>443111</b>	Appliances-Household-Major-Dealers
		House Of TV & Appliance	1064	Payne Ave	<b>443111</b>	Appliances-Household-Major-Repairing
		Art's Sewing Machines	1092	Payne Ave	<b>443111</b>	Sewing Machines-Household
		F Act III	839	7th St E	<b>443112</b>	Television & Radio-Dealers
		Tower TV & Electronics Inc	839	7th St E	<b>443112</b>	Electronic Equip. & Supplies-Retail
		Radio Shack	894	Arcade St	<b>443112</b>	Radio, Television, Other Electronics
Circuit City	<b>443120</b>	Macro Systems Inc	806	7th St E	<b>443120</b>	Computer Software
Ritz Camera Centers	<b>443130</b>	Arcade Hardware & Paint	950	Arcade St	<b>444130</b>	Hardware-Retail
Home Depot	<b>444130</b>	Payne Ave. Our Own Hardware	1200	Payne Ave	<b>444130</b>	Hardware-Retail
Lowe's	<b>444130</b>					Hardware-Retail
Save-A-Lot-Food Store	<b>445110</b>	Dayton Bluffs Apw Meats/Groc	781	7th St E	<b>445100</b>	Grocers-Retail
		Hmong Toj Siab	786	7th St E	<b>445110</b>	Grocers-Retail
		Pacific World	841	7th St E	<b>445110</b>	Grocers-Retail
		Rainbow Foods	892	Arcade St	<b>445110</b>	Grocers-Retail
		East St Paul Market	1019	Arcade St	<b>445110</b>	Grocers-Retail

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
		M & M Market	1208	Arcade St	445110	Food Markets
		Roobnab Market	1377	Arcade St	445110	Food Markets
		Holiday Station Store	1400	Arcade St	445120	Convenience Stores
		Bymore Inc	857	Payne Ave	445120	Grocers-Retail
		Linda Super Market	861	Payne Ave	445120	Grocers-Retail
		Quick Pick Grocery	993	Payne Ave	445120	Convenience Stores
		Payne Oriental Market	1048	Payne Ave	445120	Grocers-Retail
		El Ahorro Supermercado	1050	Payne Ave	445120	Grocers-Retail
		Golden Star Market	1261	Payne Ave	445120	Grocers-Retail
		Payne-Ivy Grocery	1340	Payne Ave	445120	Convenience Stores
		Fens Mini Market	1543	Payne Ave	445120	Convenience Stores
		APW Meats & Grocery	781	7th St E	445210	Grocers-Retail
		Quik Stop Liquors	824	7th St E	445310	Liquors-Retail
		Walfoort Liquor Store	1100	Arcade St	445310	Liquors-Retail
		Payne Ave Liquor Store	980	Payne Ave	445310	Liquors-Retail
		Leo F Hoyer Liquors Inc	1234	Payne Ave	445310	Liquors-Retail
		Swanson Drug Co	816	7th St E	446110	Pharmacies
		Rainbow Foods Wellness Ctr	892	Arcade St	446110	Pharmacies
		Moob Pharmacy	1202	Payne Ave	446110	Pharmacies
Bath & Body Works	446120	Earth's Beauty Supply	999	Payne Ave	446120	Beauty Salons-Equipment & Supplies
Crabtree & Evelyn	446120					Beauty Salons-Equipment & Supplies
Perfumania	446120					Beauty Salons-Equipment & Supplies
General Nutrition Center	446191					Food Supplement Stores
		Amerithon Gas Station	719	Payne Ave	447110	Service Stations-Gasoline & Oil
		Super America	1030	Payne Ave	447110	Service Stations-Gasoline & Oil
		Super America	1146	Payne Ave	447110	Service Stations-Gasoline & Oil
		M & H Gas Station	721	Arcade St	447190	Service Stations-Gasoline & Oil
		Fashion On Wheel I Inc	1083	Arcade St	448100	Clothing-Retail
Jos. A Banks Clothiers	448110					Men's Clothing Stores
Men's Warehouse	448110					Men's Clothing Stores

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
Avenue	448120	Dupao Clothing Store	990	Arcade St	448120	Women's Apparel-Retail
Cache	448120	Boutique Lupita	927	Payne Ave	448120	Boutique Items-Retail
Charlotte Russe	448120	Lafrontera Jewelry & Boutique	954	Payne Ave # B	448120	Women's Apparel-Retail
Christopher & Banks	448120					Women's Apparel-Retail
Dress Barn	448120					Women's Apparel-Retail
Motherhood Maternity	448120					Women's Apparel-Retail
New York & Co	448120					Women's Apparel-Retail
Simply Fashions	448120					Women's Apparel-Retail
The Limited	448120					Women's Apparel-Retail
GAP Kids	448130	Angelitos Creaciones	927	Payne Ave	448130	Childrens & Infants Wear-Retail
Gymboree	448130					Childrens & Infants Wear-Retail
Eddie Bauer	448140					Family Clothing Stores
GAP	448140					Family Clothing Stores
Guess Retail	448140					Family Clothing Stores
Old Navy	448140					Family Clothing Stores
Talbots	448140					Family Clothing Stores
Tom James	448140					Family Clothing Stores
		Sensuel Lingerie	961	Arcade St	448190	Lingerie
		Cristy's Bridal	995	Arcade St	448190	Bridal Shops
Footaction USA	448210	Los 3 Potrillos	776	7th St E	448210	Boots
		Loeffler's Safety Shoes Inc	959	Payne Ave	448210	Shoes-Retail
		Portage Footwear Inc	959	Payne Ave	448210	Shoes-Retail
		Anderson Shoes	968	Payne Ave	448210	Shoes-Retail
		Alexander's Jewelry	1150	Arcade St	448300	Jewelers-Retail
Kay Jewelers	448310	Tienda Sanchez Morela	913	Payne Ave	448310	Jewelers-Retail
		Joyeria Max	927	Payne Ave	448310	Jewelers-Retail
Champs Sports	451110	Nicro's Inc	834	Arcade St	451110	Sporting Goods Stores
Play It Again Sports	451110					Sporting Goods Stores
		Minnesota Ceramic Supply Inc	962	Arcade St	451120	Ceramic Equipment & Supplies
Jo-Ann Fabrics & Crafts	451130					Sewing, Needlework, Piece Goods



Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
		24 7 Productions	924	Arcade St	<b>451140</b>	Music Dealers
Barnes & Noble	<b>451211</b>	Church Book Store	1106	Payne Ave	<b>451211</b>	Book Dealers-Retail
Half Price Books	<b>451211</b>					Book Dealers-Retail
		Donald's Department Store	972	Payne Ave	<b>452110</b>	Department Stores
Bed Bath & Beyond	<b>452112</b>					Discount Department Stores
Wal-Mart	<b>452112</b>					Discount Department Stores
Sam's Wholesale Club	<b>452910</b>					Warehouse Clubs
Brookstone	<b>452990</b>	Dollar Store & Tobacco	898	Arcade St	<b>452990</b>	Variety Stores
Dollar General	<b>452990</b>	Any & Everything 99 Cent Store	1037	Payne Ave	<b>452990</b>	Department Stores
		River City Floral	1132	Arcade St	<b>453110</b>	Florists-Retail
		Jerry's Roses	695	Payne Ave	<b>453110</b>	Florists-Retail
		St Paul Floral	960	Payne Ave	<b>453110</b>	Florists-Retail
		Fresh Flowers	1261	Payne Ave	<b>453110</b>	Florists-Retail
Office Depot	<b>453210</b>	Custom Office Products	814	7th St E	<b>453210</b>	Office Supplies
Office Max	<b>453210</b>					Office Supplies
Carlton Cards	<b>453220</b>	7-Daze	865	7th St E	<b>453220</b>	Novelties-Retail
		Mung Pha Store	933	Payne Ave	<b>453220</b>	Gift Shops
		Animal Ark Thrift & Pet Store	809	7th St E	<b>453310</b>	Thrift Shops
		J & E Antiques	1000	Arcade St	<b>453310</b>	Antiques-Dealers
		Antique Mart	941	Payne Ave	<b>453310</b>	Antiques-Dealers
		C W Exchange	978	Payne Ave	<b>453310</b>	Antiques-Dealers
		Golden Lion Antiques	983	Payne Ave	<b>453310</b>	Antiques-Dealers
		Wooden Trunk Antiques	1091	Payne Ave	<b>453310</b>	Antiques-Dealers
PETCO	<b>453910</b>					Pet and Pet Supplies Stores
Wild Birds Unlimited	<b>453910</b>					Pet and Pet Supplies Stores
		Art Works	990	Payne Ave	<b>453920</b>	Art Galleries & Dealers
		Trophies Unlimited	1209	Arcade St	<b>453998</b>	Trophies Awards & Medals
		Mundo Deportivo	913	Payne Ave	<b>453998</b>	Nonclassified Establishments
		Royal Prestige	977	Payne Ave	<b>453998</b>	Miscellaneous Retail Stores Nec
		Botanica Nino Fidencio	1105	Payne Ave	<b>453998</b>	Miscellaneous Retail Stores Nec

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
		Novelties & More	1129	Payne Ave	453998	Miscellaneous Retail Stores Nec
<b>TRANSP/WAREHOUSING</b>	<b>48 - 49</b>					
		Amigos Towing	712	7th St E	488410	Wrecker Service
		US Post Office	886	Arcade St	491110	Post Offices
<b>INFORMATION</b>	<b>51</b>					
AMC Theaters					512131	Motion Picture Exhibition
<b>FINANCE/INSURANCE</b>	<b>52</b>					
		Rosemount National Bank	1351	Arcade St	522110	Banks
		US Bank	1000	Payne Ave	522110	Banks
		Twin Cities Choice Mortgage	750	7th St E	522292	Real Estate Loans
		American Dream Svc	925	Payne Ave	522292	Real Estate Loans
		Express Payday Loans	785	7th St E	522298	Loans
		J J Jewelers & Pawn Brokers	1172	Arcade St	522298	Pawnbrokers
		Los Gallos V111 Inc	902	Arcade St	522390	Check Cashing Service
		Checks R Us	942	Payne Ave	522390	Check Cashing Service
		Currency Exchange	942	Payne Ave	523130	Currency Exchanges
		Anthony Vang Agency	776	7th St E	524210	Insurance
		KAM Insurance	1016	Arcade St	524210	Insurance
		American Family Insurance	1415	Arcade St # 2	524210	Insurance
		Engberg-Schaber-Welch Agcy	973	Payne Ave	524210	Insurance
		Individual & Corporate Needs	1049	Payne Ave	524210	Insurance
		Zeng Insurance Svc	1088	Payne Ave	524210	Insurance
		Pao Vue Insurance	1129	Payne Ave	524210	Insurance
		Thao Thai Agency	563	Payne Ave	524210	Insurance
<b>REAL.ESTATE RENTAL</b>	<b>53</b>					
		Polish American Club	1003	Arcade St	531120	Banquet Rooms
		Sunlight Realty	750	7th St E	531210	Real Estate
		Bee Realty	776	7th St E	531210	Real Estate
		Coldwell Banker Burnet	1088	Payne Ave	531210	Real Estate
		Great Venture Realty	1202	Payne Ave	531210	Real Estate

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
		Usasia	991	Arcade St	<b>531210</b>	<b>Real Estate</b>
		Quality Residence	923	Payne Ave	<b>531311</b>	Apartment Finding & Rental Service
		Tab Properties	1382	Payne Ave	<b>531311</b>	Real Estate Management
Hollywood Video	<b>532230</b>	Movie Gallery	1055	Payne Ave	<b>532230</b>	Video Tapes & Discs-Renting & Leasing
		Blockbuster Video	870	Arcade St	<b>532230</b>	Video Tapes & Discs-Renting & Leasing
		P & J Video Rental Music	1047	Arcade St	<b>532230</b>	Video Tapes & Discs-Renting & Leasing
		Video Lease	1199	Arcade St	<b>532230</b>	Video Tapes & Discs-Renting & Leasing
		Rent-A-Center	878	Arcade St	<b>532310</b>	Rental Service-Stores & Yards
<b>PROF/TECH. SERVICES</b>	<b>54</b>					
		Huot & Spangler	779	7th St E	<b>541110</b>	Attorneys
		Peterson & Nelson	871	7th St E	<b>541110</b>	Attorneys
		Barristrs	829	Payne Ave	<b>541110</b>	Attorneys
		Su Yant Attorney	1073	Payne Ave	<b>541110</b>	Attorneys
		Hitchcock Law Firm	1465	Arcade St	<b>541110</b>	Attorneys
		Sivertson & Barrette	1465	Arcade St	<b>541110</b>	Attorneys
		Southern Minnesota Legal Svc	798	7th St E	<b>541111</b>	Legal Services
		John Trudeau & Co	777	7th St E	<b>541211</b>	Accountants
		Accurate Tax & Accounting	750	7th St E	<b>541213</b>	Tax Return Preparation & Filing
		O L Horrisberger & Sons Tax	1225	Arcade St	<b>541213</b>	Tax Return Preparation & Filing
		Mielke's Tax Svc	1439	Arcade St	<b>541213</b>	Tax Return Preparation & Filing
		Johnson Accounting Svc	699	Arcade St	<b>541211</b>	Accountants
		Horrisberger & Horrisberger	1439	Arcade St	<b>541211</b>	Accountants
		Paramount Engineering/Design	1440	Arcade St	<b>541330</b>	Engineers-Civil
		Mesabi Control Engineering	1350	Arcade St	<b>541330</b>	Engineering
		Josephines Interiors Inc	1440	Arcade St	<b>541410</b>	Interior Decorators Design/Consultants
		Wheeltec	1219	Arcade St	<b>541910</b>	Product Development & Marketing
		New Money Express Inc	785	7th St E	<b>541921</b>	Identification Card Service
		K Y Photo	1371	Arcade St	<b>541922</b>	Photographers-Portrait
		Arcade Animal Hospital	1144	Arcade St	<b>541940</b>	Veterinarians
		Phalen Park Veterinary Clinic	1365	Arcade St	<b>541940</b>	Veterinarians

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
<b>ADMIN/WASTE MGT.</b>	<b>56</b>					
		Parakeet Temp Svc	1014	Arcade St	<b>561310</b>	Employment Agencies & Opportunities
		Work Connection	979	Arcade St	<b>561310</b>	Employment Cont.-Temporary Help
		3D Temps	806	7th St E	<b>561320</b>	Employment Contr.-Temporary Help
		Top Temporary Inc	1139	Payne Ave	<b>561320</b>	Employment Contr.-Temporary Help
		Springer Collections	876	7th St E	<b>561440</b>	Collection Agencies
		Action Concepts Inc	1077	Payne Ave	<b>561499</b>	Business Services Nec
		New Latino Travel	664	Payne Ave	<b>561510</b>	Travel Agencies & Bureaus
		Axochiapan Travel	926	Payne Ave	<b>561510</b>	Travel Agencies & Bureaus
		Arcade Shade Shop	1081	Arcade St	<b>561720</b>	Window Shades-Cleaning & Repairing
		Oehrlein Lawn Care	1650	Payne Ave	<b>561730</b>	Lawn & Grounds Maintenance
		Marathon Maintenance	1077	Payne Ave	<b>561740</b>	Carpet & Rug Cleaners
		Peso Svc Inc	1110	Arcade St	<b>561920</b>	Convention & Meeting Facilities & Svc
<b>EDUCATIONAL/SVCE</b>	<b>61</b>					
		By Way Of The Family	1090	Payne Ave	<b>611110</b>	Home Schooling
		Metropolitan State University	700	7th St E	<b>611310</b>	Schools-Unive. & Colleges Academic
		Midwest Karate Assn Inc	762	7th St E	<b>611620</b>	Martial Arts Instruction
		Family English School	1299	Arcade St # 1	<b>611630</b>	Schools
		East Metro Learning Ctr	1299	Arcade St	<b>611691</b>	Reading Improvement Instruction
		Life Skills Development Ctr	990	Payne Ave	<b>611699</b>	Educational Service-Business
		Paynelphalen Family Resource	1201	Payne Ave	<b>611699</b>	Educational Service-Business
<b>HEALTH CARE/SOC.AS.</b>	<b>62</b>					
		L Robert Ostlund DDS	1043	Payne Ave	<b>621210</b>	Dentists
		East Dental	1346	Payne Ave	<b>621210</b>	Dentists
		Mark D Watson DDS	1511	Payne Ave	<b>621210</b>	Dentists
		Arcade Dental Assoc	1439	Arcade St	<b>621210</b>	Dentists
		David M Nelson DDS	1439	Arcade St	<b>621210</b>	Dentists
		Payne Chiropractic Office	662	Payne Ave	<b>621310</b>	Chiropractors Dc
		Roberts Square Chiropractic	947	Payne Ave	<b>621310</b>	Chiropractors Dc

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
		Vang Chiropractic	1030	Payne Ave	621310	Chiropractors Dc
		Christensen Accident & Injury	1073	Payne Ave	621310	Chiropractors Dc
		Robert J Lundgren DC	1132	Payne Ave	621310	Chiropractors Dc
		Schumacher Chiropractic Clinic	1201	Payne Ave	621310	Chiropractors Dc
		Proactive Chiropractic & Mssg	891	Arcade St	621310	Chiropractors Dc
		Twin Cities Spine Care PC	1408	Arcade St	621310	Chiropractors Dc
		Ramsey Wellness	1440	Arcade St	621310	Chiropractors Dc
		Xoua Thao Medical Ctr	796	7th St E	621491	Physicians & Surgeons
		St Paul Family Medical Ctr	1239	Payne Ave	621491	Physicians & Surgeons
		Heatheast Medical	1239	Payne Ave	621491	Physicians & Surgeons
		Health Partners Regions Family	860	Arcade St	621491	Physicians & Surgeons
		Regions Family Physicians	860	Arcade St	621491	Physicians & Surgeons
		Face To Face Health	1165	Arcade St	621491	Clinics
		Healthstart	1349	Arcade St	621491	Clinics
		Heritage Health Care Inc	1321	Payne Ave	621610	Home Health Service
		Rainbow Home Health Care Inc	1417	Arcade St	621610	Home Health Service
		Integrated Healthcare Svc East	951	Payne Ave	621999	Health Services
		Healtheast On Dellwood	753	7th St E	623311	Nursing & Convalescent Homes
		H Amherst Wilder Foundation	753	7th St E	624120	Day Care Centers-Adult
		Salvation Army Social Svc Ofcs	1019	Payne Ave	624190	Social Service & Welfare Organizations
		YMCA	875	Arcade St	624190	Social Service & Welfare Organizations
		Youth Service Bureau-St Paul	1167	Arcade St	624190	Non-Profit Organizations
		Family & Youth Advancement	1031	Payne Ave	624190	Marriage & Family Counselors
		Messiah's Child Care Ctr	1510	Payne Ave	624410	Child Care Service
<b>ARTS, ENT., RECR.</b>	<b>71</b>					
		ARM-Artist Representation	1257	Arcade St	711410	Talent Agencies & Casting Services
		Brunette Boxing Gymnasium	1135	Arcade St	713940	Gymnasiums
		Vertical Endeavors Inc	844	Arcade St	713940	Amusement & Recreation Nec
<b>ACCOM.&amp; FOOD SRVC.</b>	<b>72</b>					
Applebee's Neighborhd. Grill	<b>722110</b>	Great Dragon Chinese Rstrnt	887	Arcade St	722110	Restaurants

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
Big Boy Family Restaurants	722110	Taqueria Los Ocampo 11 Inc	895	Arcade St	722110	Restaurants
Buca Di Beppo	722110	Governors Fine Foods	959	Arcade St	722110	Restaurants
Buffalo Wild Wings	722110	Eastside Checker Board Pizza	992	Arcade St	722110	Restaurants
Charley's Steakery	722110	Anderson's Perfect Pizza	1098	Arcade St	722110	Restaurants
Chevy's	722110	Don Panchos Bakery	1248	Arcade St	722110	Restaurants
Chili's Grill & Bar	722110	Romolo's Italian Restaurant	1409	Arcade St	722110	Restaurants
Country Kitchen	722110	Carbone's Pizza Inc	680	7th St E	722110	Restaurants
Cracker Barrel	722110	Yarusso Brothers Italian	637	Payne Ave	722110	Restaurants
Denny's Restaurant	722110	Payne Ave Best Steak House	949	Payne Ave	722110	Restaurants
Fuddruckers	722110	Las Tapatias 2	989	Payne Ave	722110	Restaurants
Hooters	722110	Sui Yep Cafe	1010	Payne Ave	722110	Restaurants
IHOP	722110	Magnolias Restaurant	1081	Payne Ave	722110	Restaurants
Olive Garden	722110	Serlin's Cafe	1124	Payne Ave	722110	Restaurants
Outback Steakhouse	722110	Cora's Best Chicken Wings	1143	Payne Ave	722110	Restaurants
Ponderosa	722110	Swede Hollow Cafe	725	7th St E	722211	Restaurants
Red Lobster	722110	Samai Asian Restaurant	890	7th St E	722211	Restaurants
Ruby Tuesday	722110	Original Sub Shoppe	825	7th St E	722211	Restaurants
Steak & Shake	722110	Gusburger Diner	849	7th St E	722211	Restaurants
TGI Friday's	722110	Cafe Del Sol	863	7th St E	722211	Restaurants
A&W Drive-In	722211	Cafe Mi Pueblo	927	Payne Ave	722211	Cafes
Baskin Robbins	722211	Dairy Queen	1233	Payne Ave	722211	Ice Cream Parlors
Blimpie Subs & Salads	722211	Burger King	695	7th St E	722211	Restaurants
Boston Market	722211					Restaurants
Cousin's Subs	722211					Restaurants
Einstien/Noah's Bagels	722211					Restaurants
Fazoli's	722211					Restaurants
Great Steak & Potato	722211					Restaurants
KFC	722211					Restaurants
Long John Silver's Seafood	722211					Restaurants
Popeye's Fried Chicken	722211					Restaurants

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
Schlotzsky's Deli	722211					Restaurants
Steak Escape	722211					Restaurants
Taco Bell	722211					Restaurants
Caribou Coffee	722213					Restaurants
Godiva Chocolates	722213					Restaurants
Panera Bread	722213					Restaurants
Starbucks	722213					Restaurants
TCBY Yogurt	722213					Restaurants
		Kane's Catering Inc	1560	Payne Ave	722320	Caterers
		Arcade Bar	932	Arcade St	722410	Bars
		Cabs Pub & Eatery	992	Arcade St	722410	Bars
		Pickles	1082	Arcade St	722410	Bars
		Vogel's Lounge	1112	Arcade St	722410	Cocktail Lounges
		Louie's Bar	883	Payne Ave	722410	Bars
		Schwietz's Saloon	956	Payne Ave	722410	Amusement & Recreation Nec
		Porky's Bar	1080	Payne Ave	722410	Bars
		Yannarely's Bar	1199	Payne Ave	722410	Bars
<b>OTHER SERVICES</b>	<b>81</b>					
		Bud & Al's Brake Svc Co	695	Arcade St	811111	Automobile Repairing & Service
		Guzzo's L & R Auto Svc	944	Arcade St	811111	Automobile Repairing & Service
		K & C Auto Repair	1324	Arcade St	811111	Automobile Repairing & Service
		Lindbeck's Arcade Auto Body	1346	Arcade St	811111	Automobile Repairing & Service
		Phalen Park Auto Repair	1383	Arcade St	811111	Automobile Repairing & Service
		Gomez Auto Repair & Tire	801	7th St E	811111	Automobile Repairing & Service
		Pronto Auto Repair	1054	Payne Ave	811111	Automobile Repairing & Service
		Wilbur's Auto Svc	1138	Payne Ave	811111	Automobile Repairing & Service
		Dave's Auto Svc	1111	Payne Ave	811112	Mufflers & Exhaust Systems-Engine
		Mac Auto Ctr	1007	Arcade St	811121	Automobile Body-Repairing & Painting
		National Chevy Assoc	947	Arcade St	811121	Automobile Restoration-Antique/Classic
		Payne Avenue Body Shop	860	Payne Ave	811121	Automobile Customizing



Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
		Bernies Professional Car Clean	1229	Payne Ave	811192	Automobile Detail & Clean-Up Service
		N Y Computer Ctr	1373	Arcade St	811212	Computers-Service & Repair
		Printer Pros	1440	Arcade St	811212	Computers-Service & Repair
		Expressions Print Svc	563	Payne Ave	811310	Printing Equipment-Repairing
		T & L Custom	694	Payne Ave	811310	Welding
		AAA All City Vacuum	991	Payne Ave	811412	Vacuum Cleaners-Repairing & Parts
		Abbott Ferraro	1324	Payne Ave	811412	Air Conditioning Equipment-Repair
		Lee Upholstering Co	923	Arcade St	811420	Upholsterers
		Berger's Piano Refinishing	1023	Arcade St	811490	Pianos-Tuning Repairing & Refinishing
Fantastic Sam's	812112	Ultimate Touch Barbershop	928	Arcade St	812111	Barbers
Trade Secret	812112	Testa's Barber Shop	872	7th St E	812111	Barbers
		De Carlo's On The Island	539	Payne Ave	812111	Barbers
		Mariano's Hair Design	1094	Payne Ave	812111	Barbers
		Parkway Barber-Stylists	1540	Payne Ave	812111	Barbers
		Cost Cutters Family Hair Care	888	Arcade St	812112	Beauty Salons
		Selene's Hair Salon	912	Arcade St	812112	Beauty Salons
		Tou's Haircut	1090	Arcade St	812112	Beauty Salons
		Betty's Beauty Salon	1386	Arcade St	812112	Beauty Salons
		Keyra's Salon	812	7th St E	812112	Beauty Salons
		Yesenia's Hair Salon	927	Payne Ave	812112	Beauty Salons
		Mars Hair Salon	1084	Payne Ave	812112	Beauty Salons
		Sherrienne's Stylon	1125	Payne Ave	812112	Beauty Salons
		Princess Hair Fashion	1350	Payne Ave # 4	812112	Beauty Salons
		Number 1 Nail Shop	926	Arcade St	812113	Manicuring
		Pro Nail's	839	7th St E	812113	Manicuring
		Acme Tattoo Co	1045	Arcade St	812199	Tattooing
		Electric Beach Tanning	1087	Arcade St	812199	Tanning Salons
		Iwanoski Funeral Home	1235	Arcade St	812210	Funeral Directors
		Carlson Funeral Home	1174	Payne Ave	812210	Funeral Directors
		Cremation Service Of St Paul	1401	Arcade St	812220	Crematories

Potential Retailer Match	Code	Company Name	Nmbr	Street	Ind.Code	Description
		Storchak Cleaners Laundry	857	7th St E	812230	Cleaners
		7th & Hope Laundromat	782	7th St E	812310	Laundries-Self Service
		Speed Wash	890	Payne Ave	812310	Laundries-Self Service
		Anderson's Cleaners	912	Payne Ave	812320	Cleaners
		Phelen Park Pet Grooming	1365	Arcade St	812910	Pet Services
		Iglesla De Dios Pent MI Rosa	670	Payne Ave	813110	Churches
		St Paul East Side Corps	1019	Payne Ave	813110	Churches
		Hmong National Fellowship	1031	Payne Ave	813110	Church Organizations
		Payne Avenue Evangelical Free	1100	Payne Ave	813110	Churches
		East Immanuel Lutheran Church	1173	Payne Ave	813110	Churches
		Word-Life Christian Fellowship	1173	Payne Ave	813110	Churches
		Twin Cities Bible Church	1437	Payne Ave	813110	Churches
		Faith Temple-Templo De Fe	1510	Payne Ave	813110	Churches
		Moments Of Meditation	1669	Arcade St	813110	Nonclassified Establishments
		Celestial Church-Christ	915	Arcade St	813110	Churches
		First Covenant Church	1280	Arcade St	813110	Churches
		First Covenant Youthline	1280	Arcade St	813110	Churches
		Gust. Adolphus Lutheran Chr	1669	Arcade St	813110	Churches
		Gustavus Adolphus Lutheran Pre	1669	Arcade St	813110	Churches
		Energy Cents Coalition	823	7th St E	813312	Non-Profit Organizations
		Hmong Minnesota Pacific Assn	925	Payne Ave	813319	Non-Profit Organizations
		East Side Arts Council	977	Payne Ave	813319	Arts Organizations & Information
		Dayton's Bluff Nghbrhd Housing	823	7th St E	813410	Non-Profit Organizations
		St Paul District Council 5	1014	Payne Ave	813410	Social Service & Welfare Organizations
		East Side Neighborhood Dev Co	925	Payne Ave	813410	Economic Development Agencies
		American Legion	1129	Arcade St	813410	Veterans' & Military Organizations
		St Paul Association-Landlords	878	Payne Ave	813910	Associations
		IBEW	932	Payne Ave	813930	Labor Organizations

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A&W Drive-In	722211	Fast Food	<a href="http://www.awrestaurants.com">www.awrestaurants.com</a>	800 - 3,300	Y	96%	Y	Y
Applebee's Neighborhood Grill	722110	Restaurants/Bars	<a href="http://www.applebees.com">www.applebees.com</a>	5,000	Y	73%	Y	Y
Arby's	722211	Fast Food	<a href="http://www.arbys.com">www.arbys.com</a>	750 - 3,500	Y	93%	Y	Y
Auto Zone	441310	Auto Supplies/Car Care	<a href="http://www.autozone.com">www.autozone.com</a>	5,400 - 8,000	N	N/A	Y	Y
Baker's Square	722110	Bakeries/Bagels/Pretzels, Restaurants/Bars	<a href="http://www.vicorpinc.com">www.vicorpinc.com</a>	4,500	Y	27%	Y	Y
Bally Total Fitness	713940	Health Clubs/Gyms	<a href="http://www.ballyfitness.com">www.ballyfitness.com</a>	15 - 45,000	N	N/A	Y	Y
Barnes & Noble	451211	Book Stores	<a href="http://www.barnesandnobleinc.com">www.barnesandnobleinc.com</a>	25 - 67,500	N	N/A	Y	Y
Baskin Robbins	722211	Bakeries/Bagels/Pretzels, Candy/Ice Cream/Yogurt	<a href="http://www.dunkin-baskin-togos.com">www.dunkin-baskin-togos.com</a>	1,500 - 2,200	Y	100%	Y	Y
Bath & Body Works	446120	Cosmetics/Body Care/Fragrance	<a href="http://www.bathandbodyworks.com">www.bathandbodyworks.com</a>	1,700 - 8,000	N	N/A	Y	Y
Big Boy Family Restaurants	722110	Restaurants/Bars	<a href="http://www.bigboy.com">www.bigboy.com</a>	4,500	Y	96%	N	Y
Blimpie Subs & Salads	722211	Fast Food	<a href="http://www.blimpie.com">www.blimpie.com</a>	1,500	Y	34%	Y	Y
Blockbuster	532230	Video Rental/Sales	<a href="http://www.blockbuster.com">www.blockbuster.com</a>	4,000 - 6,000	Y	20%	Y	Y
Body Shop	448120	Accessories, Fine Jewelry/Watches, Women's Apparel	<a href="http://www.thebodyshop.com">www.thebodyshop.com</a>	3,500	Y	3%	Y	Y
Borders	451211	Book Stores, CDs/Music/Tapes, Video Rental/Sales	<a href="http://www.bordersgroupinc.com">www.bordersgroupinc.com</a>	2,500 - 25,000	N	N/A	Y	Y
Boston Market	722211	Fast Food	<a href="http://www.boston-market.com">www.boston-market.com</a>	3,500 - 4,000	N	N/A	Y	Y
Buffalo Wild Wings	722110	Restaurants/Bars	<a href="http://www.buffalowildwings.com">www.buffalowildwings.com</a>	5,500	Y	66%	Y	Y
Bumper to Bumper	441310	Auto Supplies/Car Care	<a href="http://www.championauto.com">www.championauto.com</a>	5,000 - 8,000	N	N/A	Y	Y
Burger King	722211	Fast Food	<a href="http://www.burgerking.com">www.burgerking.com</a>	750 - 4,000	Y	93%	Y	Y
Burlington Coat Factory	448140	Men's-Children's-Women's Apparel, Off-Price	<a href="http://www.coat.com">www.coat.com</a>	22 - 178,000	N	N/A	Y	Y
Cache	448120	Women's Apparel	<a href="http://www.cache.com">www.cache.com</a>	1,800 - 2,000	N	N/A	Y	Y
Caribou Coffee	722213	Coffee Bars/Juice Bars	<a href="http://www.caribou-coffee.com">www.caribou-coffee.com</a>	1,600	N	N/A	Y	Y
Carlton Cards	453220	Cards/Stationary	<a href="http://www.carltoncards.com">www.carltoncards.com</a>	3,300	N	N/A	Y	Y
Carquest Corp	441310	Auto Supplies/Car Care	<a href="http://www.carquest.com">www.carquest.com</a>	4 - 5,000	N	N/A	Y	Y

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Champps Americana	722110	Restaurants/Bars	<a href="http://www.champps.com">www.champps.com</a>	7,500 - 13,000	Y	19%	Y	N
Charley's Steakery	722110	Restaurants/Bars	<a href="http://www.backyardrestaurantgroup.com">www.backyardrestaurantgroup.com</a>	6,000	N	N/A	N	Y
Charlotte Russe	448120	Women's Apparel	<a href="http://www.charlotte-russe.com">www.charlotte-russe.com</a>	3,500 - 7,000	N	N/A	Y	Y
Checker Auto Parts	441310	Auto Supplies/Car Care	<a href="http://www.cskauto.com">www.cskauto.com</a>	7,290	N	N/A	Y	N
Chico's	448120	Accessories, Women's Apparel	<a href="http://www.chicos.com">www.chicos.com</a>	1,500 - 4,000	Y	2%	Y	Y
Children's Place	448130	Children's Apparel	<a href="http://www.childrensplace.com">www.childrensplace.com</a>	3,000 - 6,000	N	N/A	Y	Y
Chili's Grill & Bar	722110	Restaurants/Bars	<a href="http://www.brinker.com">www.brinker.com</a>	4,500 - 24,000	N	N/A	Y	Y
Chuck E Cheese Pizza	722110	Amusement/Play Centers, Restaurants/Bars	<a href="http://www.chuckecheese.com">www.chuckecheese.com</a>	10,000	Y	10%	Y	Y
Cousin's Subs	722211	Fast Food	<a href="http://www.cousinssubs.com">www.cousinssubs.com</a>	1,400 - 2,000	Y	76%	Y	Y
Cracker Barrel	722110	Restaurants/Bars	<a href="http://www.crackerbarrel.com">www.crackerbarrel.com</a>	9,900	N	N/A	Y	Y
Curves for Women	713940	Health Clubs/Gyms	<a href="http://www.curvesforwomen.com">www.curvesforwomen.com</a>	1,000 - 1,500	Y	100%	Y	Y
CVS	446110	Drug Stores	<a href="http://www.cvs.com">www.cvs.com</a>	11 - 19,000	N	N/A	Y	Y
Dairy Queen	722213	Candy/Ice Cream/Yogurt/Coffee/Juice/ Fast Food	<a href="http://www.idq.com">www.idq.com</a>	200 - 3,400	Y	98%	Y	Y
David's Bridal	448190	Bridal/Formal Wear, Housewares/Small Appliances	<a href="http://www.davidsbridal.com">www.davidsbridal.com</a>	10 - 12,000	N	N/A	Y	N
Discount Tire	441320	Auto Supplies/Car Care	<a href="http://www.tires.com">www.tires.com</a>	5,000 - 10,000	N	N/A	Y	N
Dollar General	452990	Dollar/Variety Stores	<a href="http://www.dollargeneral.com">www.dollargeneral.com</a>	7,500 - 17,000	N	N/A	N	Y
Domino's Pizza	722211	Fast Food	<a href="http://www.dominos.com">www.dominos.com</a>	1,000 - 1,300	Y	90%	Y	Y
Don Pablo's Mexican Kitchen	722110	Restaurants/Bars	<a href="http://www.avado.com">www.avado.com</a>	6,000 - 9,900	N	N/A	Y	Y
Dots	448120	Women's Apparel	<a href="http://www.dots.com">www.dots.com</a>	5,000	N	N/A	Y	Y
Dress Barn	448120	Women's Apparel	<a href="http://www.dressbarn.com">www.dressbarn.com</a>	4,000 - 10,000	N	N/A	Y	Y
Einstien/Noah's Bagels	722211	Bakeries/Bagels/Pretzels	<a href="http://www.nwrgi.com">www.nwrgi.com</a>	1,400 - 2,500	Y	30%	Y	Y

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Famous Dave's	722110	Restaurants/Bars	<a href="http://www.famousdaves.com">www.famousdaves.com</a>	6,000 - 7,000	Y	63%	Y	Y
Famous Footwear	448210	Shoes	<a href="http://www.famousfootwear.com">www.famousfootwear.com</a>	6,000 - 8,000	N	N/A	Y	Y
Fashion Bug	448120	Women's Apparel	<a href="http://www.charmingshoppes.com">www.charmingshoppes.com</a>	4,000 - 6,000	N	N/A	Y	Y
Fazoli's	722211	Fast Food, Restaurants/Bars	<a href="http://www.fazolis.com">www.fazolis.com</a>	3,500 - 6,500	Y	60%	Y	Y
Flowerama	453110	Florists/Nurseries	<a href="http://www.flowerama.com">www.flowerama.com</a>	1,800 - 3,000	Y	89%	Y	Y
Foot Locker	448210	Shoes, Sporting Goods/Athletic Wear	<a href="http://www.footlocker-inc.com">www.footlocker-inc.com</a>	1,800 - 10,000	N	N/A	Y	Y
Franklin Covey Store	452990	Time Management Training Center	<a href="http://www.franklincovey.com">www.franklincovey.com</a>	1,900	N	N/A	Y	Y
Fuddruckers	722110	Restaurants/Bars	<a href="http://www.fuddruckers.com">www.fuddruckers.com</a>	4,500 - 7,000	Y	45%	Y	Y
GAP	448140	Children's Apparel, Men's Apparel, Women's Apparel	<a href="http://www.gapinc.com">www.gapinc.com</a>	2,750 - 35,000	N	N/A	Y	Y
General Nutrition Center	446191	Nutrition Shops/Diet Centers	<a href="http://www.gnc.com">www.gnc.com</a>	900 - 1,100	Y	23%	Y	Y
Godfather's Pizza	722211	Fast Food	<a href="http://www.godfathers.com">www.godfathers.com</a>	3,600 - 4,000	Y	88%	Y	Y
Godiva Chocolates	722213	Candy/Ice Cream/Yogurt	<a href="http://www.godiva.com">www.godiva.com</a>	700 - 2,000	N	N/A	Y	Y
Grainger	444190	Hardware/Home Improvement	<a href="http://www.grainger.com">www.grainger.com</a>				Y	
Great Clips	812112	Beauty Salons/Barbers	<a href="http://www.greatclips.com">www.greatclips.com</a>	1,200	Y	100%	Y	Y
Great Steak & Potato	722211	Bakeries/Bagels/Pretzels/Coffee/Juice/ Fast Food	<a href="http://www.kahalacorp.com">www.kahalacorp.com</a>	250 - 2,400	N	N/A	Y	Y
Hallmark	453220	Cards/Stationary	<a href="http://www.hallmark.com">www.hallmark.com</a>	3,500 - 5,000	N	N/A	Y	Y
Hardee's	722211	Fast Food	<a href="http://www.ckr.com">www.ckr.com</a>	2,500 - 3,600	Y	65%	Y	Y
Hollywood Video	532230	Toys/Games/Video Games, Video Rental/Sales	<a href="http://www.hollywoodvideo.com">www.hollywoodvideo.com</a>	4,000 - 7,500	N	N/A	Y	Y
Home Depot	444130	Hardware/Home Improvement	<a href="http://www.homedepot.com">www.homedepot.com</a>	37 - 130,000	N	N/A	Y	Y
Honey Baked Ham	722211	Fast Food	<a href="http://www.honeybaked.com">www.honeybaked.com</a>	1,500 - 3,500	N	N/A	Y	Y
Jimmy John's	722211	Fast Food	<a href="http://www.jimmyjohns.com">www.jimmyjohns.com</a>	900 - 1,500	Y	94%	Y	Y
Jo-Ann Fabrics & Crafts	451130	Art Supplies/Crafts/Hobbies, Fabrics	<a href="http://www.joann.com">www.joann.com</a>	14 - 35,000	N	N/A	Y	Y

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Jos. A Banks Clothiers	448110	Men's Apparel, Off-Price/Outlet Stores	<a href="http://www.josbank.com">www.josbank.com</a>	5,000	Y	4%	Y	Y
KFC	722211	Fast Food	<a href="http://www.kfc.com">www.kfc.com</a>	150 - 3,300	Y	64%	Y	Y
Kohl's	452111	Department Stores	<a href="http://www.kohls.com">www.kohls.com</a>	75 - 94,000	N	N/A	Y	Y
Lowe's	444130	Hardware/Home Improvement, Major Appliances	<a href="http://www.lowes.com">www.lowes.com</a>	100 - 150,000	N	N/A	Y	Y
McDonald's	722211	Fast Food	<a href="http://www.mcdonalds.com">www.mcdonalds.com</a>	600 - 5,500	Y	79%	Y	Y
Men's Warehouse	448110	Men's Apparel, Women's Apparel	<a href="http://www.menswearhouse.com">www.menswearhouse.com</a>	2,950 - 50,000	N	N/A	Y	Y
Movie Gallery	532230	Video Rental/Sales	<a href="http://www.moviegallery.com">www.moviegallery.com</a>	3,000 - 5,000	N	N/A	Y	N
New York & Co	448120	Women's Apparel	<a href="http://www.nyandcompany.com">www.nyandcompany.com</a>	6,000 - 8,000	N	N/A	Y	Y
Office Max	453210	Computers/Software, Electronics, Office Furniture	<a href="http://www.officemax.com">www.officemax.com</a>	3,500 - 20,000	N	N/A	Y	Y
Old Navy	448140	Children's Apparel, Men's Apparel, Women's Apparel	<a href="http://www.gapinc.com">www.gapinc.com</a>	2,750 - 35,000	N	N/A	Y	Y
Outback Steakhouse	722110	Restaurants/Bars	<a href="http://www.outback.com">www.outback.com</a>	6,000	N	N/A	Y	Y
Panera Bread	722213	Bakeries/Bagels/Pretzels	<a href="http://www.panera.com">www.panera.com</a>	5,000	Y	66%	Y	Y
Papa John's Pizza	722211	Fast Food	<a href="http://www.papajohns.com">www.papajohns.com</a>	1,100 - 1,500	Y	86%	Y	Y
Perkins	722110	Restaurants/Bars	<a href="http://www.perkinsrestaurants.com">www.perkinsrestaurants.com</a>	4,200 - 6,000	Y	70%	Y	Y
Petsmart	453910	Pets/Animal Supplies	<a href="http://www.petsmart.com">www.petsmart.com</a>	26,000	N	N/A	Y	Y
Play It Again Sports	451110	Children's Apparel, Used Sporting Goods/Athletic Wear	<a href="http://www.winmarkcorporation.com">www.winmarkcorporation.com</a>	2,500 - 3,200	Y	100%	Y	Y
Ponderosa	722110	Restaurants/Bars	<a href="http://www.metromediarestaurants.com">www.metromediarestaurants.com</a>	6,275 - 8,500	Y	62%	Y	N
Popeye's Fried Chicken	722211	Fast Food	<a href="http://www.popeyes.com">www.popeyes.com</a>	1,000 - 1,500	Y	78%	Y	N
Quizno's Classic Subs	722211	Fast Food	<a href="http://www.quiznos.com">www.quiznos.com</a>	1,200 - 2,000	Y	100%	Y	Y
Ritz Camera Centers	443130	Cameras/Video Cameras, Photofinishing/Portrait Studios	<a href="http://www.ritzcamera.com">www.ritzcamera.com</a>	2,000 - 2,500	N	N/A	Y	Y
Rocky Rococo Pizza	722211	Fast Food, Restaurants/Bars	<a href="http://www.rocycococo.com">www.rocycococo.com</a>	850 - 4,000	Y	67%	Y	Y
Romano's Macaroni Grill	722110	Restaurants/Bars	<a href="http://www.brinker.com">www.brinker.com</a>	7,500	N	N/A	Y	Y
Roundy's	445110	Supermarkets	<a href="http://www.picknsave.com">www.picknsave.com</a>	88 - 110,000	N	N/A	Y	Y

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Sally Beauty Co	446120	Cosmetics/Body Care/Fragrance	<a href="http://www.sallybeauty.com">www.sallybeauty.com</a>	1,200 - 1,800	N	N/A	Y	Y
Sam's Wholesale Club	452910	Warehouse/Wholesale Clubs	<a href="http://www.samsclub.com">www.samsclub.com</a>	110 - 135,000	N	N/A	Y	Y
Schlotzsky's Deli	722211	Fast Food	<a href="http://www.schlotzskys.com">www.schlotzskys.com</a>	3,500 - 4,000	Y	90%	Y	Y
Sherwin-Williams	444120	Wall Coverings/Paint	<a href="http://www.sherwinwilliams.com">www.sherwinwilliams.com</a>	3,000 - 6,000	N	N/A	Y	Y
Smith & Hawken	444130	Hardware/Home Improvement	<a href="http://www.smithandhawken.com">www.smithandhawken.com</a>	1,600 - 7,900	N	N/A	Y	Y
Starbucks	722213	Coffee Bars/Juice Bars	<a href="http://www.starbucks.com">www.starbucks.com</a>	100 - 2,000	N	N/A	Y	Y
Steak & Shake	722110	Restaurants/Bars	<a href="http://www.steaknshake.com">www.steaknshake.com</a>	3,800	Y	14%	N	Y
Steak Escape	722211	Fast Food	<a href="http://www.steakescape.com">www.steakescape.com</a>	500 - 3,000	Y	100%	Y	Y
Subway	722211	Fast Food	<a href="http://www.subway.com">www.subway.com</a>	300 - 1,500	Y	100%	Y	Y
Sunglass Hut	446130	Fine Jewelry/Watches, Optical/Eyewear	<a href="http://www.luxottica.com">www.luxottica.com</a>	150 - 1,000	N	N/A	Y	Y
Supercuts	812112	Beauty Salons/Barbers	<a href="http://www.regiscorp.com">www.regiscorp.com</a>	800 - 1,200	Y	38%	Y	Y
Taco Bell	722211	Fast Food	<a href="http://www.tacobell.com">www.tacobell.com</a>	650 - 3,300	Y	72%	Y	Y
Talbots	448140	Children's Apparel, Women's Apparel	<a href="http://www.talbots.com">www.talbots.com</a>	1,300 - 5,000	N	N/A	Y	Y
Target	452112	Discount Stores	<a href="http://www.target.com">www.target.com</a>	123 - 174,000	N	N/A	Y	Y
TCBY Yogurt	722213	Bakeries/Bagels/Pretzels, Candy/Ice Cream/Yogurt	<a href="http://www.mrsfields.com">www.mrsfields.com</a>	500 - 1,000	Y	47%	Y	Y
TGI Friday's	722110	Restaurants/Bars	<a href="http://www.crrw.com">www.crrw.com</a>	2,500 - 7,200	Y	53%	Y	Y
Tim Hortons	722211	Fast Food	<a href="http://www.wendys.com">www.wendys.com</a>	3,000	Y	83%	Y	Y
TJ Maxx	452112	Off-Price/Outlet Stores	<a href="http://www.tjx.com">www.tjx.com</a>	25 - 32,000	N	N/A	Y	Y
Trade Secret	812112	Beauty Salons/Barbers	<a href="http://www.regiscorp.com">www.regiscorp.com</a>	1,200	Y	38%	Y	Y
Victoria's Secret	448120	Women's Apparel	<a href="http://www.victoriassecret.com">www.victoriassecret.com</a>	3 - 4,500	N	N/A	Y	Y
Walgreens	446110	Drug Stores	<a href="http://www.walgreens.com">www.walgreens.com</a>	14,560	N	N/A	Y	Y
Wendy's	722211	Fast Food	<a href="http://www.wendys.com">www.wendys.com</a>	3,000	Y	83%	Y	Y
White Castle	722211	Fast Food	<a href="http://www.whitecastle.com">www.whitecastle.com</a>	1,575	N	N/A	Y	Y
Wild Birds Unlimited	453910	Pets/Animal Supplies	<a href="http://www.wbu.com">www.wbu.com</a>	1 - 2,400	Y	100%	Y	Y
Zales Jewelers	448310	Fine Jewelry/Watches	<a href="http://www.zales.com">www.zales.com</a>	200 - 5,000	N	N/A	Y	Y

# Small Business Technical Assistance Resources

- **U.S. Small Business Administration.** The SBA provides financial, technical and management assistance to help start, run, and grow a business. Their web site with extensive business information is <http://www.sba.gov/library/pubs.html>.
- **Other U.S. Government agencies.** Over 20 government agencies provide small business assistance. This web site can guide you through the maze to the services and resources you need to start, grow, and succeed in business. <http://www.business.gov/>
- **The Neighborhood Development Center.** NDC works to revitalize low income communities by helping emerging entrepreneurs with training, financing, and technical assistance. <http://www.windndc.org/>
- **WomenVenture.** WomenVenture helps women start and grow businesses by providing classes, technical assistance, and financing. <http://www.womenventure.org/>
- **The University of St. Thomas.** They provide free one-on-one business consulting and moderately-priced seminars and networking for entrepreneurs. <http://www.stthomas.edu/cob/centers/sbdc/>
- **The Service Corps of Retired Executives (SCORE).** They provide on-line seminars, email counseling, and links to help start and grow small businesses. <http://www.scoremn.org/>
- **Saint Paul Public Library.** They have centralized business resources at the Lexington Branch Library at 1080 University Avenue West. <http://www.stpaul.lib.mn.us/>
- **James J. Hill Reference Library.** The Hill Library is one of the premiere business libraries in the country, and can help you find more specialized business information. <http://www.jjhill.org/>